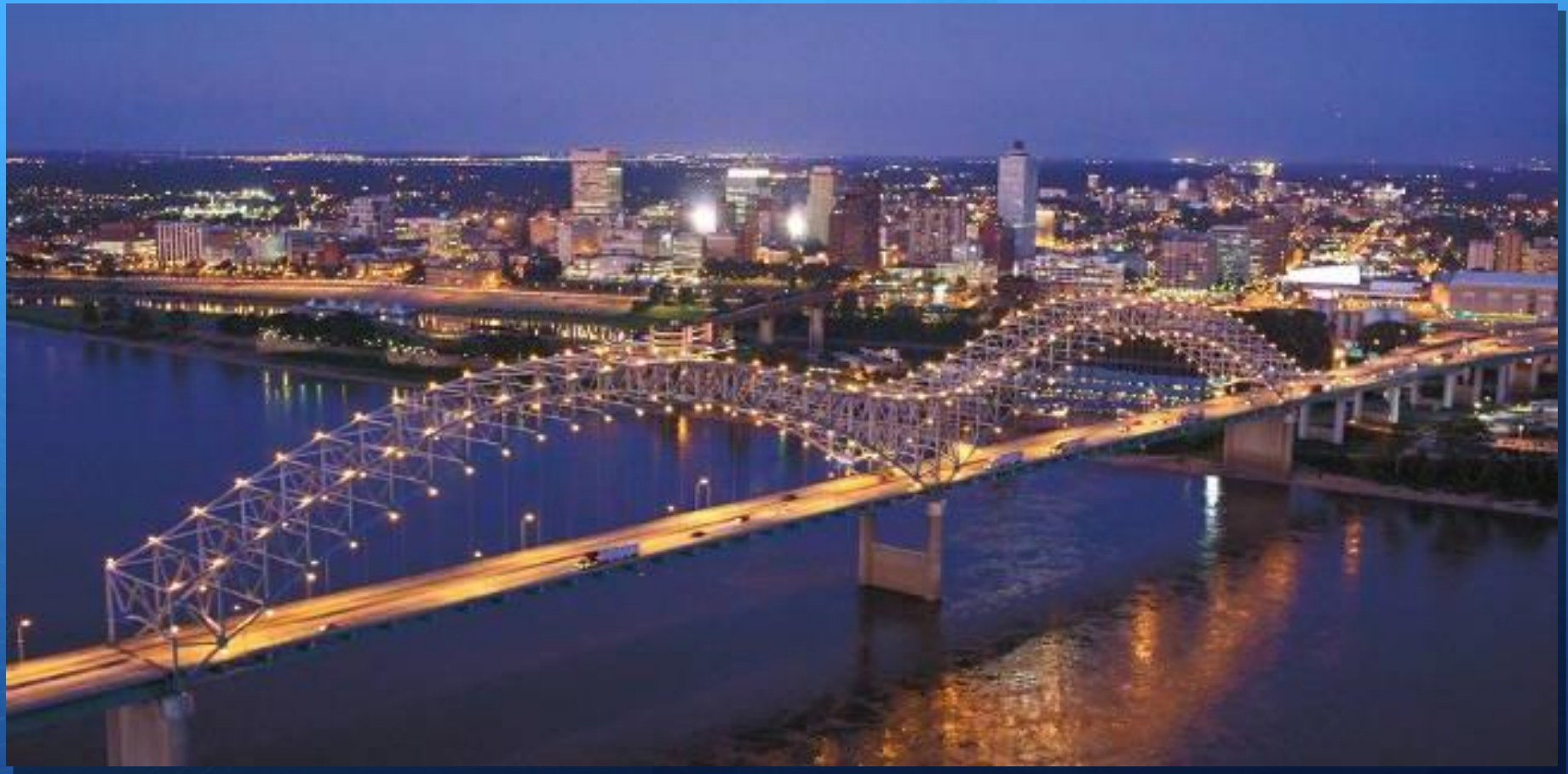




Blueprint for Prosperity

Submitted by TRUST Marketing, Inc.



Why Memphis ?

Poverty in Memphis

In 2012:

- Memphis ranked #1 in overall and childhood poverty among MSAs with 1.0M people at 46% (20% U.S.)
- Memphis ranked #2 in childhood poverty among MSAs > 500,000 people
- Memphis ranked #3 in overall poverty among MSAs > 500,000 people



(Dr. Elena Delavega, Department of Social Work, School of Urban Affairs and Public Policy, University of Memphis, 2013 Poverty Fact Sheet)

Impact of Poverty

- Drains economic resources
- Inhibits educational attainment
- Drives crime
- Significantly decreases employability
- Is an obstacle to business attraction and retention

African Americans and Hispanics are the segments of the population most impacted by poverty.

What is the Blueprint for Prosperity?

A comprehensive, integrated initiative with the ambitious goal of reducing poverty.



Four Critical Areas of Focus

- **Jobs:** Create more job opportunities
- **Expenses:** Lower daily living expenses
- **Access:** Provide efficient access to job centers
- **Opportunity:** Provide greater opportunities to maintain lifelong prosperity

How Is The Blueprint Different?

Coordination – Federal, State and Local Governments, School System (Legacy School)

Collaboration – Scholars, Academicians, Service Providers, Target Populations, Community, Philanthropists/Funders

Risk Assessment - Customized intervention plans based on risk assessment rating. Case managers.

The Blueprint for Prosperity Clusters/Areas of Involvement

- **Job Creation – Business Development, Economic Development, Financial Counseling, Clean and Green**
- **Education & Early Childhood**
- **Physical/Mental Health & Wellness**
- **Job training and Job Placement**

The Blueprint for Prosperity Clusters/Areas of Involvement

- **Transportation**
- **Energy**
- **Housing/Community Neighborhood
Redevelopment**
- **Human Services/Case Management**
- **Public Safety**

Human Services Case Management System Transitions to Success Model

ENTRY/TRIAGE

ASSESSMENT

RISK
ASSESSMENT
SCORE

CASE
MANAGEMENT

DEVELOPMENT
PLANS

Qualitative and Quantitative Research

Sociologists, anthropologists and economists develop statistical framework for the *Blueprint for Prosperity*

- Define key metrics
- Conduct research to validate service delivery clusters
- Develop white paper
- Conduct focus groups among stakeholders addressing poverty
- Conduct interviews among stakeholders, policy makers, and influencers

National Conversation About Prosperity

- Convene local and national leaders
- Narrow/revise Service Delivery areas
- Publically announce results/recommendations
- Identify plans moving forward

Service Delivery Area Planning

- Service Delivery leaders convene meetings with area stakeholders
- Develop more detailed plans for each stakeholder area

Deliverables: A specific plan of action for each area with qualifiable goals.

Critical Success Factors

- **Involvement /Ownership of Business Community**
 - Chamber of Commerce/Shea Flinn
- **Accountability**
 - Strong leadership of each area
 - Clear data driven metric and plans
 - Meetings with Mayor two times a year about status
 - Year end assessment of plans vs execution

Critical Success Factors

- Consequences
- Effective Tracking Systems
- Coordination between business and service delivery
- Public Policy Change
- Accountability

Center for Prosperity

**Public/Private Partnership
to ensure on-going focus on
poverty reduction**